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SOUTHWEST GAS CORPORATION



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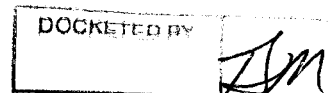
September 28, 2012

Arizona Corporation Commission

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Docket Control
Arizona Corporation Commission
1200 West Washington Street
Phoenix, AZ 85007-2996



Subject: Southwest Gas Corporation's Communication Improvement Report
G-01551A-10-0458, D.72723

In compliance with Decision No. 72723, Southwest Gas Corporation hereby files an original and thirteen (13) copies of its second Customer Communication Improvement Report.

If you have any questions, please contact me at (702) 876-7163.

Respectfully,

Debra S. Gallo, Director
Government & State Regulatory Affairs

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Enclosure

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SOUTHWEST GAS CORPORATION

**Southwest Gas Corporation's
Customer Communication Improvement
Report**

September 28, 2012

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INTRODUCTION

In compliance with Decision No. 72723 (Docket No. G-01551A-10-0458), Southwest Gas Corporation ("Southwest Gas" or "Company") hereby submits its second report to highlight the Company's progress it has made to enhance customer communication by implementing text messaging, which will allow Southwest Gas to communicate more effectively and immediately with its customers.

Southwest Gas realizes that communication mediums have changed dramatically over the last few years and the Company continues to identify additional opportunities to enhance communications with its customers. In addition to the communication tools and tactics that the Company outlined in its March 29, 2012 report, text messaging will provide real-time information to customers during natural gas outage situations.

Communication Improvements – Text Messaging

Due to the complexity of incorporating and activating text messaging as a way of communicating to customers, Southwest Gas has divided this project into two phases. Phase I is scheduled to be completed by the end of 2012, and the target completion date for Phase II is within the second quarter of 2013.

The goal of Phase I is to communicate with and target customers who currently utilize the Company's Online Customer Service feature, MyAccount. In Arizona, more than 275,000 customers are signed up with and use MyAccount to pay their bill, view their bill, and manage their natural gas account. During Phase 1, in order for the Company to build a database of customers' cellular phone numbers, programming has taken place to target MyAccount customers so that they may grant permission for Southwest Gas to send text messages to the customer during outage situations. Southwest Gas is aware that some mobile phone carriers charge a fee to receive text messages; therefore, the Company will notify customers that carrier charges may apply if they choose to receive text messages from Southwest Gas. At any time, customers will have the option to opt-out of receiving text messages.

Southwest Gas will notify customers of this new feature by communicating with them via email and bill messages. The communications will highlight the option of receiving a text message during an outage situation.

Also in Phase I, the Company is collaborating with a third-party vendor, Televox, to send out the text messages on behalf of the Company. Currently, Southwest Gas is making changes in order to collect cellular phone data and compile it into a database to send to Televox. Southwest Gas currently utilizes Televox to activate phone calls to landlines with a pre-recorded message within minutes of an outage in order to notify affected customers.

Once Phase I is complete, the Company will begin working on Phase II. Phase II will consist of implementing a comprehensive communications plan targeting customers who do not have a MyAccount. During this campaign the Company will notify all customers that Southwest Gas will be offering text messaging during outage situations.

Conclusion

Southwest Gas is committed to effectively communicating with its customers. In its effort to better communicate with its customers, Southwest Gas will continue to identify and research new and improved communication tools and tactics. The Company will continue to update the Commission on the progress of its communication methods in upcoming filings.